

# Graphic Design I

Career Cluster	Arts, A/V Technology, & Communications
Course Code	11155
Prerequisite(s)	Recommended: Introduction To Arts/AV Technology & Communications 11000
Credit	0.5 or 1.0
Program of Study and Sequence	Introduction to Art/AV Technology & Communications – Level I Pathway Course – <b>Graphic Design I</b> - Level III Pathway Course
Student Organization	SkillsUSA
Coordinating Work-Based Learning	Guest Speakers, Field Trips, Informational Interviews, Tours,
Industry Certifications	Student can work toward Adobe Certified Associate(ACA) Certification in Adobe Products ( <a href="http://www.adobe.com/education/certification-programs.html">http://www.adobe.com/education/certification-programs.html</a> )
Dual Credit or Dual Enrollment	None
Teacher Certification	Arts AV Technology & Communications Cluster Endorsement; Information Technology Cluster Endorsement; Web & Digital Communication Pathway Endorsement; *K12 Classroom Technology; *K12 Educational Technology
Resources	Suggested Software: Photoshop, Illustrator, Flash, Pixlar, etc.

## Course Description:

Graphic Design I explores Legal and Ethical Issues, Career Opportunities, Fundamentals of Computer Graphics, Raster or Vector Graphics, Tools Used to Create Graphics, 2D & 3D Basic Animations.

## Program of Study Application

Graphic Design I is a Level II pathway course in the Arts/AV Technology & Communications cluster: Printing Tech/Journalism & Broadcasting, Telecommunications/A-V Technology and Film, and Visual Arts pathways.

**Course Standards****GD 1 Develop an Awareness of Career Opportunities and Professionalism in Graphic Design**

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Level 2 Skill/Concept	GD 1.1 Identify personal interests and abilities related to graphic design careers. Examples: <ul style="list-style-type: none"> <li>• identify personal creative talents</li> <li>• identify technical/design &amp; animation talents</li> </ul>	Portfolio, SD MyLife
Level 2 Skill/Concept	GD 1.2 Investigate career opportunities, trends, and requirements related to graphic design careers Examples <ul style="list-style-type: none"> <li>• Research job opportunities</li> <li>• Investigate trends associated with graphic design</li> <li>• Discuss related career pathways</li> </ul>	
Level 3 Strategic Thinking	GD 1.3 Demonstrate job skills for graphic design Industries. <ul style="list-style-type: none"> <li>• Attendance and punctuality</li> <li>• Positive attitude</li> <li>• Positive work ethic</li> <li>• Use of proper social skills</li> <li>• Display ability to work as part of a team and take direction from others</li> </ul>	
Level 3 Strategic Thinking	GD 1.4 Explore legal and ethical issues related to graphic design Examples <ul style="list-style-type: none"> <li>• Complete a web quest on legal issues related to digital animation</li> <li>• Research instruction and forms for registration of an graphic design product with copyright office</li> <li>• Obtain formal permission for use of an art form, design, or photograph in an graphic design Publication</li> </ul>	

**Notes****GD 2 Explore fundamentals related to graphic design**

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Level 2 Skill/Concept	GD 2.1 Illustrate the use of computer graphics <ul style="list-style-type: none"> <li>List where graphics are found</li> <li>Research impact of brand marketing with computer graphics</li> <li>Discuss the use of graphics in various business scenarios</li> <li>Compare uses of graphics in business products</li> </ul>	
Level 4 Extended Thinking	GD 2.2 Identify graphic design concepts Examples: <ul style="list-style-type: none"> <li>Complete a vocabulary worksheet with various graphic design terms such as pixels per inch (PPI), dots per inch (DPI), dither, halftone, posterization etc.</li> <li>Identify various file types e.g. Bitmaps, JPG, PNG, GIF, TIFF, etc.</li> <li>Paint a picture made up of dots or draw a model based on measurements to demonstrate the difference of raster graphics vs vector graphics.</li> </ul>	
Level 4 Extended Thinking	GD 2.3 Differentiate 2D and 3D graphic design concepts Examples <ul style="list-style-type: none"> <li>Research software used in various animation jobs</li> <li>Demonstrate the differences between 2D and 3D graphics</li> <li>Graph 2D and 3D Models</li> </ul>	
Level 4 Extended Thinking	GD 2.4 Utilize color technologies Examples <ul style="list-style-type: none"> <li>Research different color technologies such as process, spot or Pantone</li> <li>Write Codes for specific colors in RGB, CMYK or Hexadecimal</li> </ul>	

	<ul style="list-style-type: none"> <li>• Change the Hue and saturation of a photo in image editing software</li> </ul>	
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**Notes****GD 3 Create Graphic Designs**

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Level 3 Strategic Thinking	GD 3.1 Explore hardware and software utilized in graphic design Examples <ul style="list-style-type: none"> <li>• Scan a photo using a scanner to use on computer</li> <li>• Draw an object using a graphics tablet</li> <li>• Research various printers and printing mediums and sizes</li> <li>• Research monitors and graphic resolution quality</li> </ul>	
Level 4 Extended Thinking	GD 3.2 Implement graphic design software Example <ul style="list-style-type: none"> <li>• Create organic shapes using a computer graphic software</li> <li>• Break apart text to reshape it in a computer graphic software</li> <li>• Adjust brightness and contrast of a photograph</li> <li>• Emboss text used in logo</li> <li>• Add a filter to a photograph</li> <li>• Add a drop shadow to a computer graphic object</li> </ul>	

**Notes:**

**GD 4 Identify and Utilize a Graphic Design Environment**

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Level 4 Extended Thinking	GD 4.1 Construct transformation of graphics Examples <ul style="list-style-type: none"><li>• Graph a mirror image of an object</li><li>• Rotate, skew, distort or scale an object in computer graphic software</li><li>• Move the z-axis of a 3D model</li></ul>	
Level 4 Extended Thinking	GD 4.2 Construct animations of graphics Example <ul style="list-style-type: none"><li>• Create 2D flash animation using a shape tween</li><li>• Create a flip book to illustrate a hand held animation</li><li>• Create a photo animation in image editing software</li></ul>	
Level 4 Extended Thinking	GD 4.3 Create Graphic Design Products Example <ul style="list-style-type: none"><li>• Publishing computer graphics for sublimation</li><li>• Determine different mediums to print photos</li><li>• Render Text Animation for video</li><li>• Embed Flash .swf in Web page</li></ul>	

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